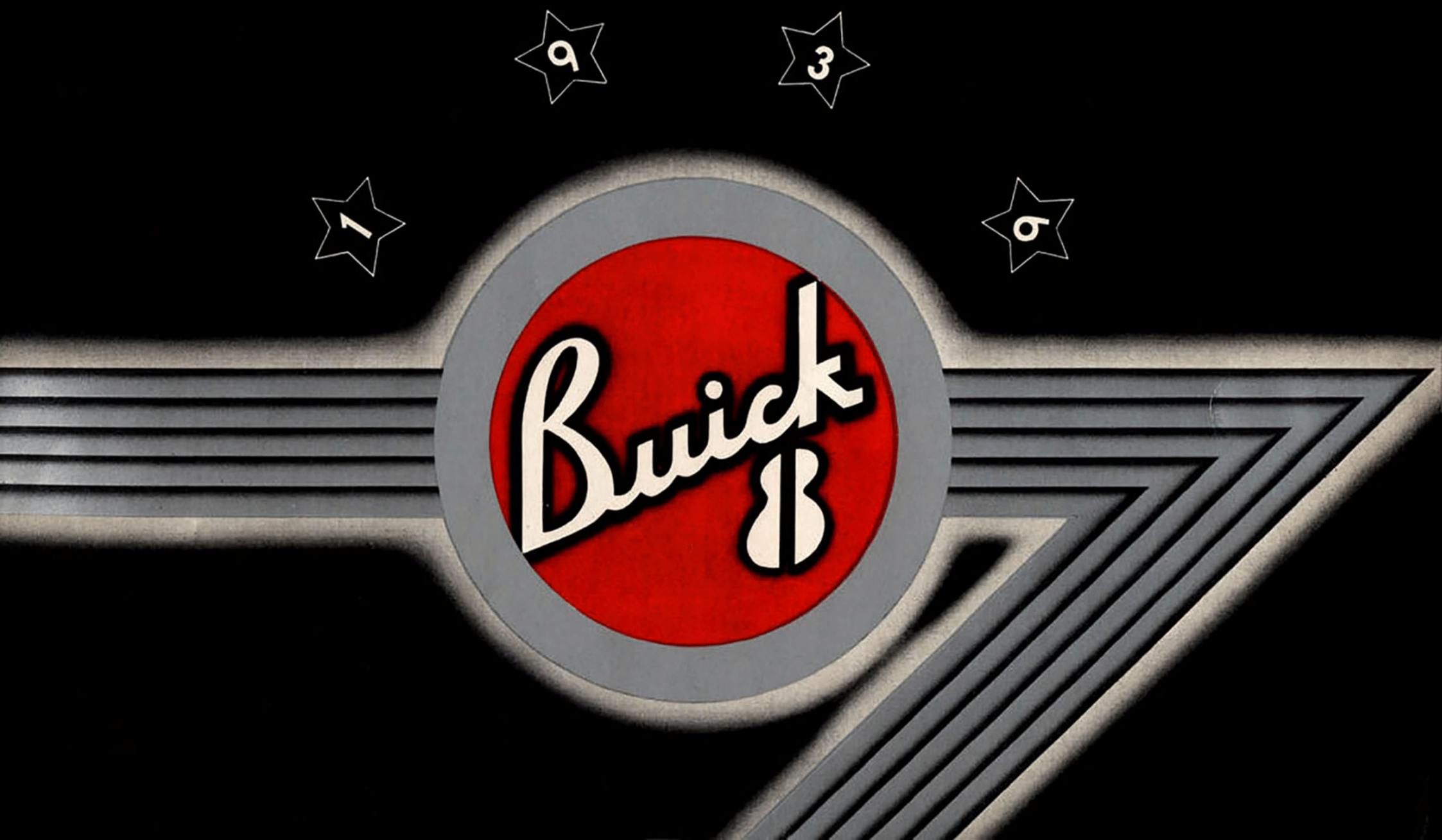




All works of taste must bear a price in proportion to the skill, time, expense and risk attending their invention and manufacture. Those things called dear are, when justly estimated, the cheapest. They are attended with much less profit to the artist than those which everybody calls cheap. A disposition for cheapness and not for excellence of workmanship is the most frequent and certain cause of the decay of arts and manufactures.

—JOHN RUSKIN

New times demand new advancements, but in each new thing that it undertakes, Buick holds unswervingly to the resolution that what is built must have an excellence firmly rooted in skill, experience and conscience.

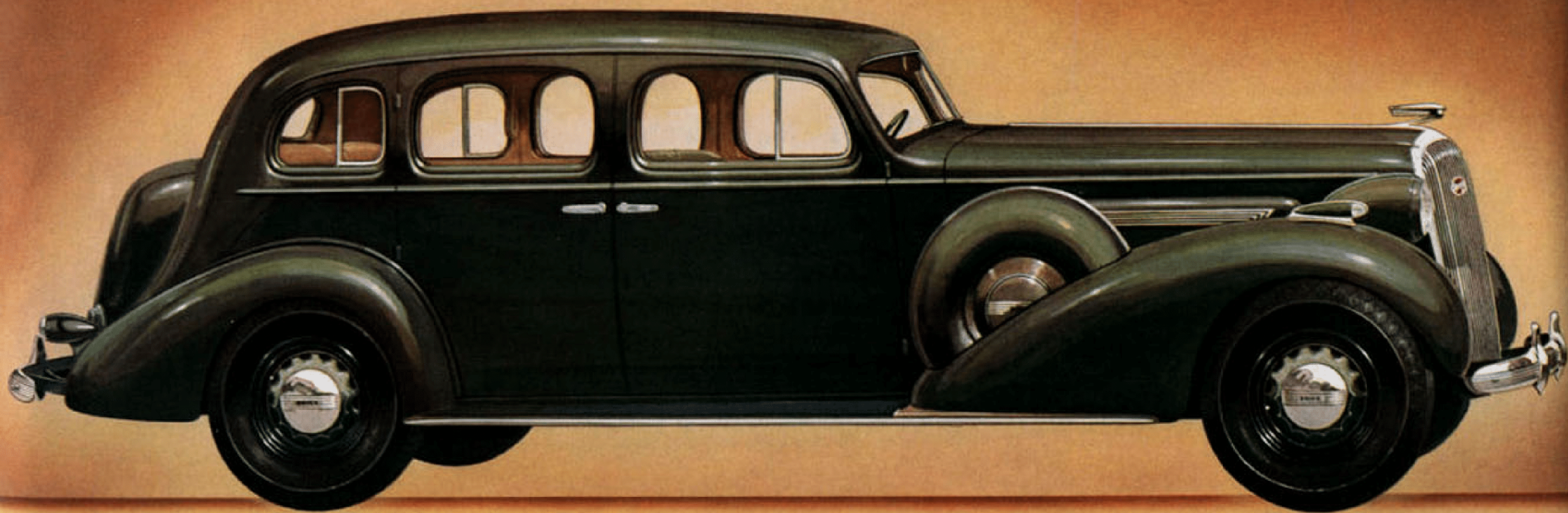


A new spirit animates every Buick for 1936—a spirit which manifests itself in every sweeping line of the eye-striking, year-ahead exterior style, and finds expression in the alert, eager, effortless response of the mechanism within. In the Buick LIMITED, the Buick ROADMASTER, the Buick CENTURY and the Buick SPECIAL, the new Buick line presented here is genuinely a "four star production."



B ^{☆☆☆☆} UICK LIMITED

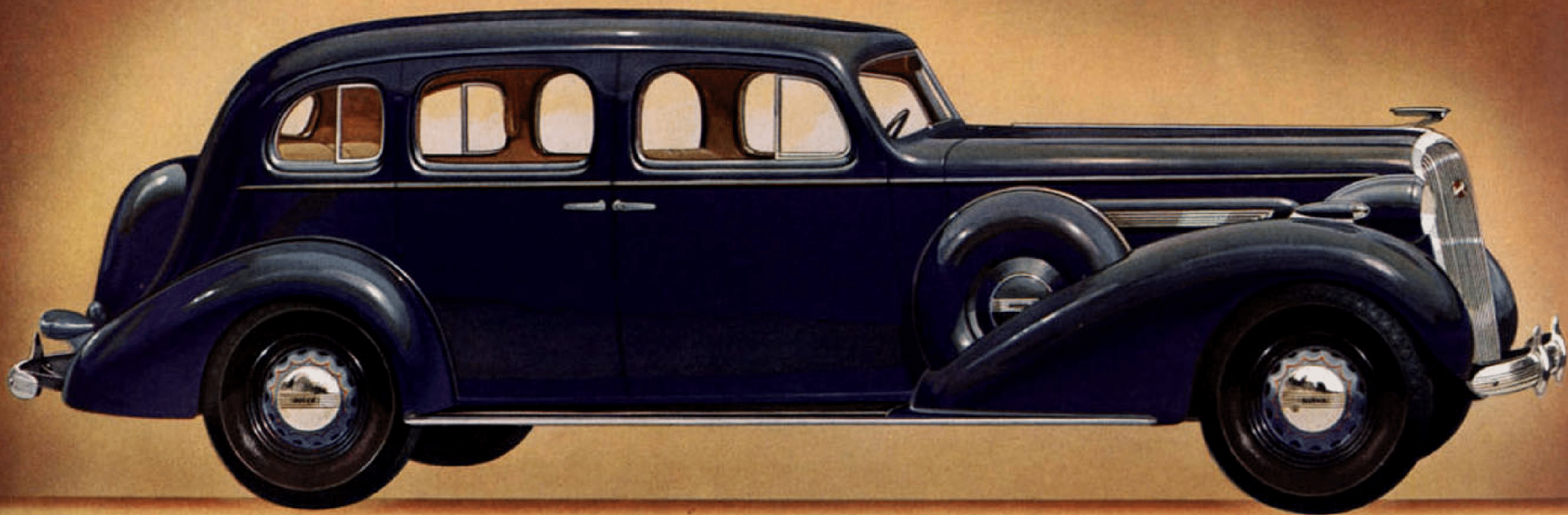
Series Ninety



FOUR DOOR SIX PASSENGER SEDAN WITH BUILT-IN TRUNK (FENDERWELL ONLY) . . . 138" WHEELBASE . . . MODEL NO. 91

B ^{☆ ☆ ☆ ☆} U I C K L I M I T E D

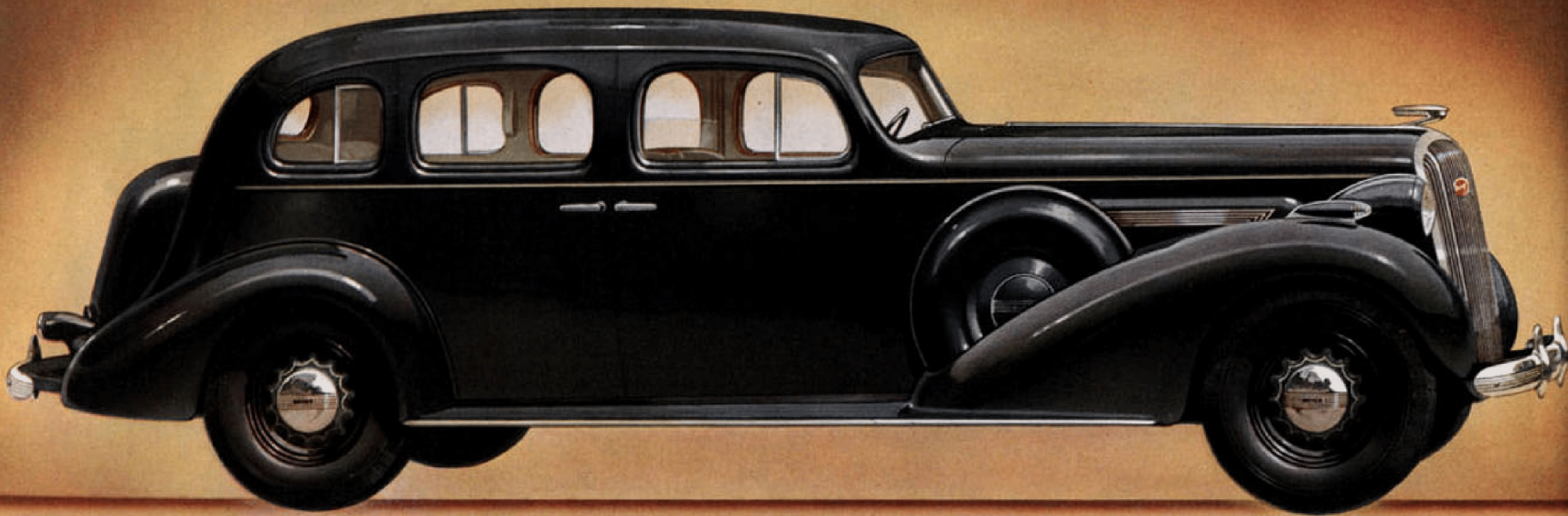
Series Ninety



FOUR DOOR EIGHT PASSENGER SEDAN WITH BUILT-IN TRUNK (FENDERWELL ONLY) . . . 138" WHEELBASE . . . MODEL NO. 90

B ^{☆☆☆☆} UICK LIMITED

Series Ninety



EIGHT PASSENGER SEDAN LIMOUSINE WITH BUILT-IN TRUNK (FENDERWELL ONLY) . . . 138" WHEELBASE . . . MODEL NO. 90L

Specifications

BUICK LIMITED SERIES NINETY

BUICK VALVE-IN-HEAD STRAIGHT EIGHT ENGINE—Bore and Stroke $3\frac{1}{8}" \times 4\frac{1}{8}"$ —Displacement 320 cubic inches—Developed Horsepower 120—Anolite Pistons—Full Pressure Lubrication to main, connecting rod, camshaft and rocker arm bearings—Counterweighted and torsion balanced crankshaft—Crankcase ventilator—Valve mechanism temperature control—Oil capacity, 8 quarts.

FUEL, EXHAUST AND COOLING SYSTEM—Dual Downdraft Carburetor—Thermostatic Heat Control—Automatic choke—Automatic Idle Control—Combination Fuel Pump and Windshield Wiper Vacuum Pump—Intake Silencer—Air cleaner—Fuel filter—Thermostatically controlled by-pass water temperature control—Centrifugal water pump—Four blade 18" fan—Water capacity, 17 quarts.

CLUTCH AND TRANSMISSION—Single Plate 11-inch Dry clutch—All silent helical gear Syncro-Mesh transmission—All gears nickel chromium.

REAR AXLE AND UNIVERSAL JOINT—Three-quarter Floating Rear Axle—Torque tube drive—Inclosed tubular balanced propeller shaft—Axle ratio 4.55 to 1—One universal joint automatically lubricated from transmission.

SUSPENSION—Knee-Action Front Suspension—Front, coil springs, silicon manganese—Rear, leaf springs, silicon manganese, semi-elliptic, underslung—Steel rear spring covers (Factory equipped at extra cost)—Threaded spring shackles.

FRAME—Rigid Girder Type, Double Drop X type Frame—Section $9 \times 2\frac{1}{4} \times \frac{3}{8}"$.

STEERING—Center-Point Steering—Worm and Double Roller Steering Gear.

SHOCK ABSORBERS—Front, Delco Double Acting with Inertia Control—Rear, Delco Double Acting.

BRAKES—Four Wheel Hydraulic Brakes—One-piece cast iron brake drums—Size 14×2 inches—Mechanical emergency and parking brake.

ELECTRICAL SYSTEM—Delco, 2 unit 6-8 volt—Octane Selector—Solenoid Starter, Hand Throttle or Accelerator Control—Multibeam headlights with foot dimmer switch and selector switch on Dash—Delco 15 High Plate Battery—Generator Voltage Control.

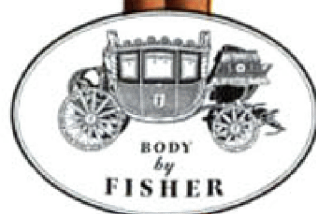
WHEELS AND TIRES—Demountable Artillery Steel Spoke Wheels—Tire size, 16×7.50 , 6 ply—Drop center rims.

Typical of the many refinements found on the Buick LIMITED are the selected few pictured here. For instance, the sleekly stream-lined torpedo fender lights **1** the deeply padded center arm rest, $8\frac{3}{8}"$ in width, which converts the rear seat into two luxurious lounge chairs **2** the flexible spoke steering wheel **3** and the chromium embellished instrument panel **4**





THERE'S NO SOFT SPOT OVER YOUR HEAD in the new Buicks for 1936. Every closed model has the protective solid steel Turret Top of the smartest Bodies by Fisher you ever saw.



SIX PASSENGER COMFORT! In both the front and rear seats of the Buick LIMITED and Buick ROADMASTER, three full grown people can ride without crowding, side by side. All the new 1936 Buicks are more spacious.

THE BUICK ROADMASTER

... "styled for a party, but powered for a thrill"

Before a line was put on paper, we defined the group of Buick owners for whom this car should be built. They like a large car. They like the deep-cushioned comfort of broad sloping seats, the feel and finish of fine fabrics, exquisitely tailored, and the niceties of appointment which are frankly just a bit beyond what necessity demands.

But they also like a car able to hold its own, and more, in performance. A car not simply fast, but well-poised and sure of itself under all conditions.

So we built this great-powered, trigger-quick, light-handling Buick ROADMASTER, and it literally named itself the first time a test model leveled out on the open highway.

It's styled for a party—moded to the latest tasteful minute—but it's boss of time, distance, straightaway, curve, grade, the open road!

On take-off, it can sink you a full inch back into the cushions with its instant sweep.

At speed on the open road, it can swing the speedometer needle miles higher than any sensible man will normally want to travel.

Yet it handles with the feather-balance of a fly-rod. A hundred-pound woman can drive it all day long without strain.

And it slows down to swift stoppage from speed under tiptoe pressure of its big hydraulics, with the smoothness of stroking on velvet.

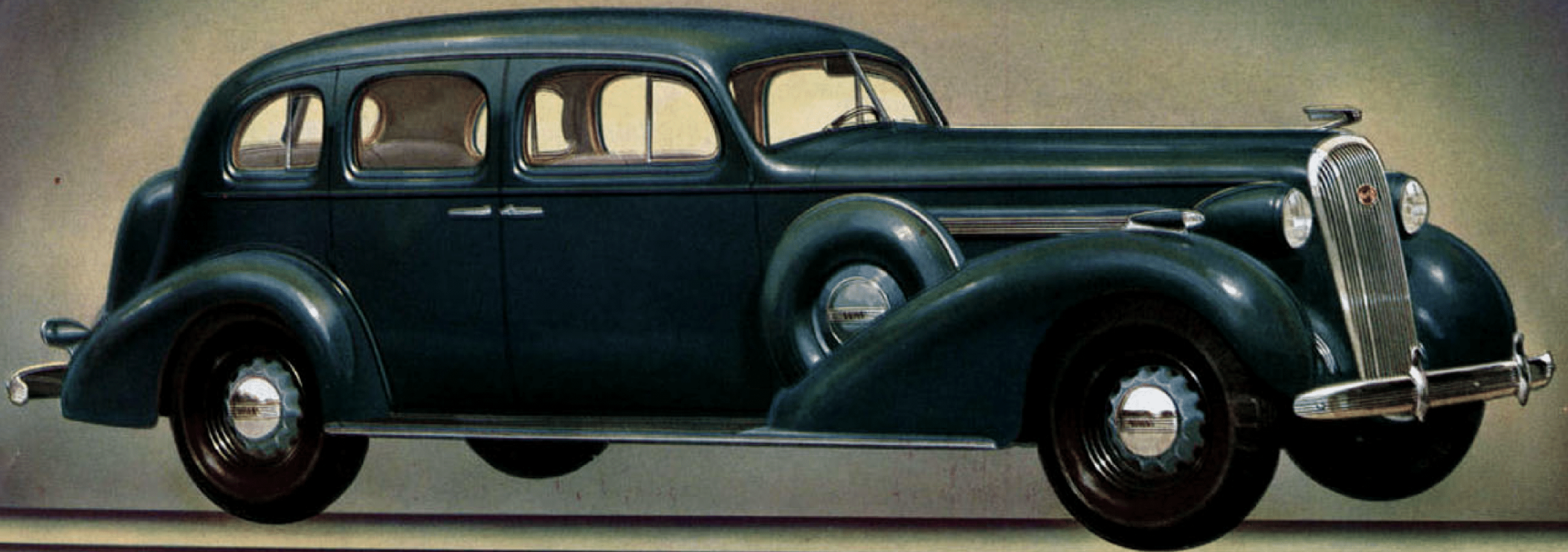
It has the same mighty 120 horsepower valve-in-head engine as the LIMITED, and an economy of oil and fuel surprising for its size.

The attractive price of the Buick ROADMASTER is enabled by concentration on two models, the six passenger sedan and six passenger convertible phaeton.



B ^{☆☆☆☆} UICK ROADMASTER

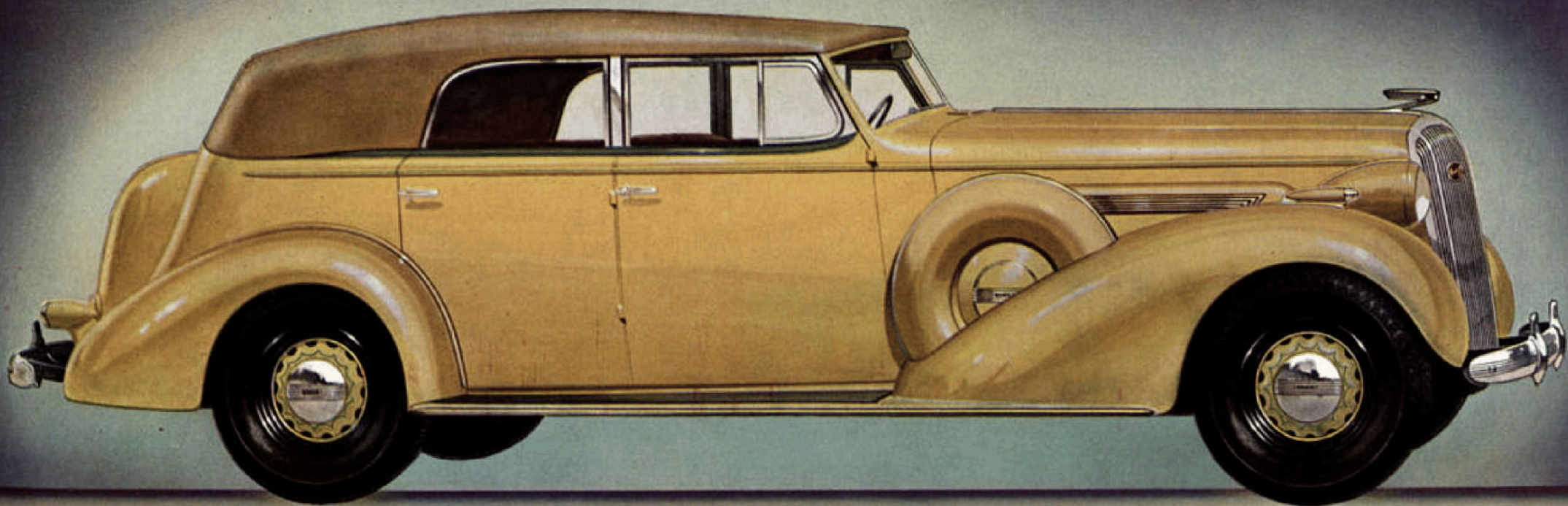
Series Eighty



FOUR DOOR SIX PASSENGER SEDAN WITH BUILT-IN TRUNK . . . 131" WHEELBASE . . . MODEL NO. 81

B ☆ ☆ ☆ B BUICK ROADMASTER

Series Eighty



SIX PASSENGER CONVERTIBLE PHAETON WITH BUILT-IN TRUNK (FENDERWELL ONLY) . . . 131" WHEELBASE . . . MODEL NO. 80C

Specifications

BUICK ROADMASTER SERIES EIGHTY

BUICK VALVE-IN-HEAD STRAIGHT EIGHT ENGINE—Bore and Stroke $3\frac{1}{8}" \times 4\frac{1}{2}"$ —Displacement 320 cubic inches—Developed Horsepower 120—Anolite Pistons—Full Pressure Lubrication to main, connecting rod, camshaft and rocker arm bearings—Counterweighted and torsion balanced crankshaft—Crankcase ventilator—Valve mechanism temperature control—Oil capacity, 8 quarts.

FUEL, EXHAUST AND COOLING SYSTEM—Dual Downdraft Carburetor—Thermostatic Heat Control—Automatic choke—Automatic Idle Control—Combination Fuel Pump and Windshield Wiper Vacuum Pump—Intake Silencer—Air cleaner—Fuel filter—Thermostatically controlled by-pass water temperature control—Centrifugal water pump—Four blade 18" fan—Water capacity, 17 quarts.

CLUTCH AND TRANSMISSION—Single Plate 11-inch Dry clutch—All silent helical gear Syncro-Mesh transmission—All gears nickel chromium.

REAR AXLE AND UNIVERSAL JOINT—Semi-floating Rear Axle—Torque tube drive—Inclosed tubular balanced propeller shaft—Axle ratio 4.22 to 1—One universal joint automatically lubricated from transmission.

SUSPENSION—Knee-Action Front Suspension—Front, coil springs, silicon manganese—Rear, leaf springs, silicon manganese, semi-elliptic, underslung—Steel rear spring covers (Factory equipped at extra cost)—Threaded spring shackles.

FRAME—Rigid Girder Type, Double Drop X type Frame—Section $7\frac{1}{2} \times 2\frac{1}{4} \times \frac{1}{8}"$.

STEERING—Center-Point Steering—Worm and Double Roller Steering Gear.

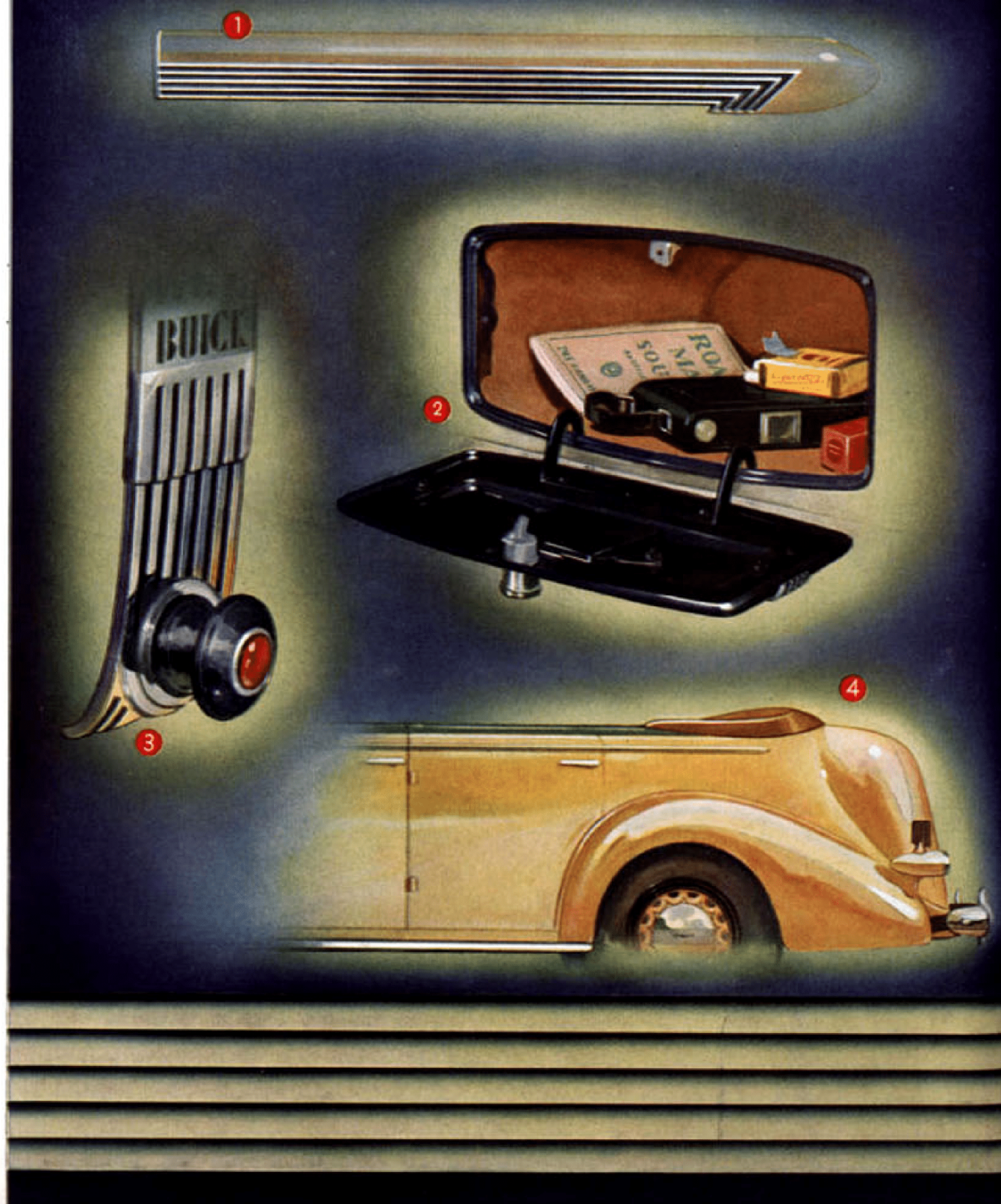
SHOCK ABSORBERS—Front, Delco Double Acting with Inertia Control—Rear, Delco Double Acting.

BRAKES—Four Wheel Hydraulic Brakes—One-piece cast iron brake drums—Size 12 x 2 inches—Mechanical emergency and parking brake.

ELECTRICAL SYSTEM—Delco-Remy, 2 unit 6-8 volt—Octane Selector—Solenoid Starter, Hand Throttle or Accelerator Control—Multibeam headlights with foot dimmer switch and selector switch on Dash—Delco 15 High Plate Battery—Generator Voltage Control.

WHEELS AND TIRES—Demountable Artillery Steel Spoke Wheels—Tire size, 16 x 7.00—Drop center rims.

The speedline motif of the 1936 Buicks is expressed by the gleaming chromium decoration of the hood louvers ① Each of the series has generous dash compartments ② An appreciated convenience of the Buick ROADMASTER is the cigar lighter centered on the dash ③ When the top is down on the Buick ROADMASTER Phaeton, it folds, trim and flat into a tightly covered recess ④



THE BUICK CENTURY

... "ten to sixty miles an hour in less than 20 seconds"

What is the real significance of the fact that the Buick CENTURY can crowd a hundred miles an hour, according to the accurate instruments of the Proving Ground?

It isn't simply this mile-and-two-thirds per minute speed, for few people will ever have occasion to use it, except in dire emergency.

It's the fact that it is there—the fact that at fifty miles an hour this car is using only half its capacity—the thrill of having, under docile control, that reserve of power, which makes ordinary driving so effortless for the car and for you behind the wheel.

Sometimes, in a traffic tight-spot, that nimble ten-to-sixty-miles-an-hour-in-under-twenty-seconds may serve you in good stead.

But most people who own the Buick CENTURY will do so for the sheer delight of possessing a car capable of more than they will ever ask it to do.

The great 120 horsepower valve-in-head straight eight engine of the Buick CENTURY is identical with that in the Buick LIMITED. It has every feature of dependability, every safeguard of oil and temperature control which assures long and faithful life for this mighty motor under modern driving conditions.

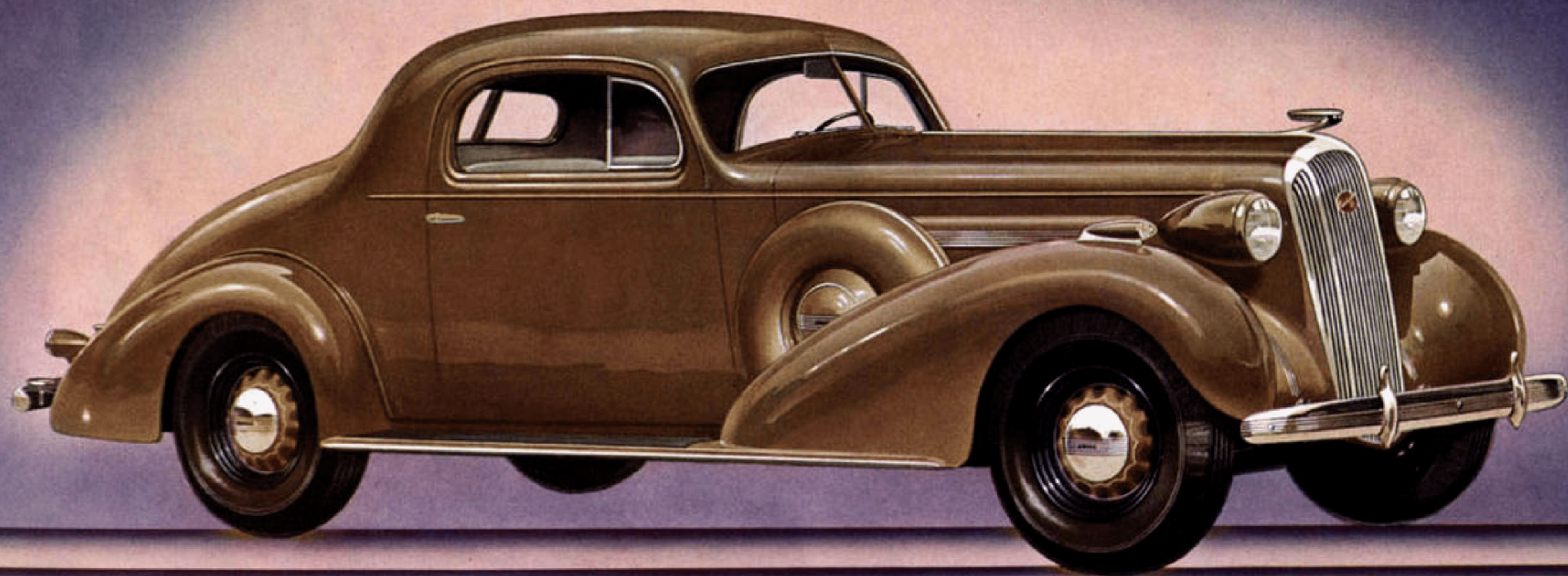
It has the safety of tiptoe hydraulic brakes and the solid steel Turret Top Body by Fisher—bodies comparable in size to those on the Buick SPECIAL, and it is this ratio of power to weight which produces the unfettered nimbleness which makes this truly the car of the century.



**BUICK'S
THE BUY**

BUICK CENTURY

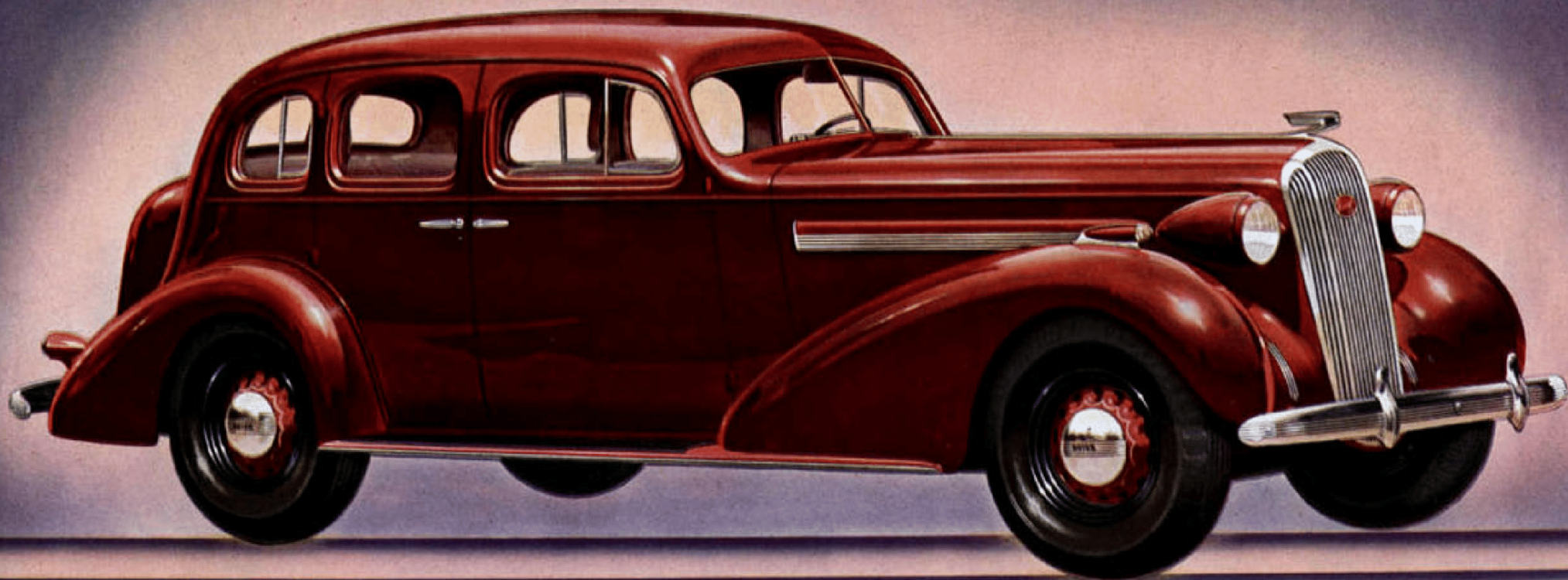
Series Sixty



FOUR PASSENGER SPORT COUPE WITH RUMBLE SEAT (FENDERWELL ONLY) . . . 122" WHEELBASE . . . MODEL NO. 665

BUICK CENTURY

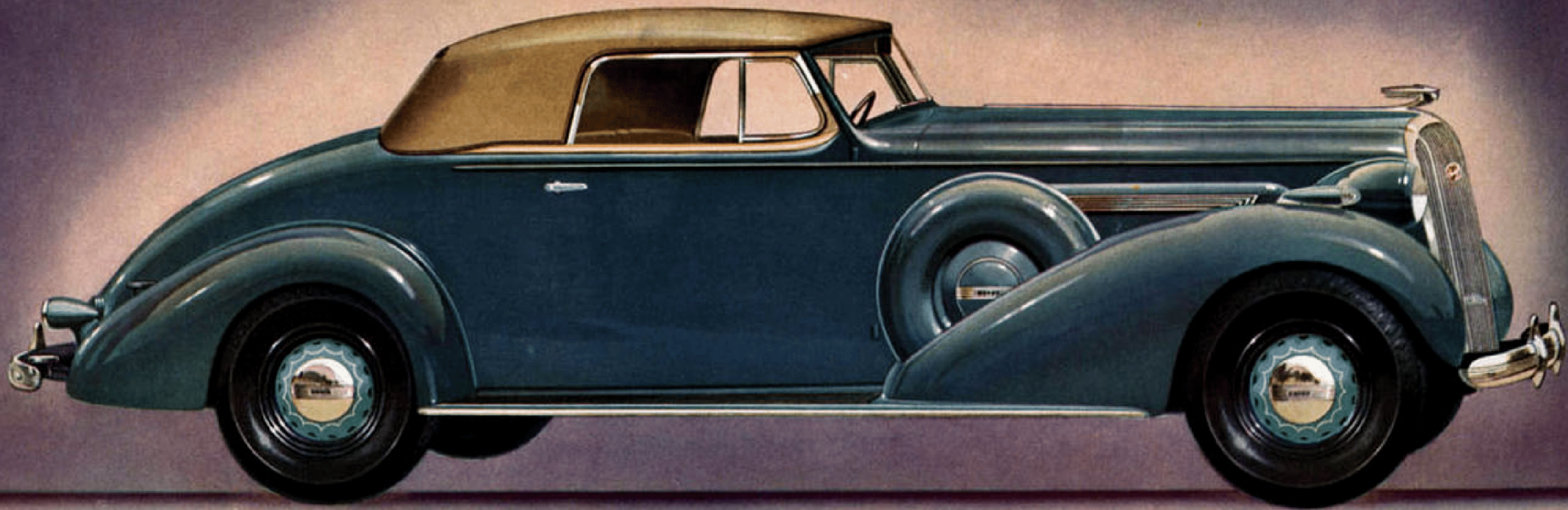
Series Sixty



FOUR DOOR FIVE PASSENGER SEDAN WITH BUILT-IN TRUNK . . . 122" WHEELBASE . . . MODEL NO. 61

BUICK CENTURY

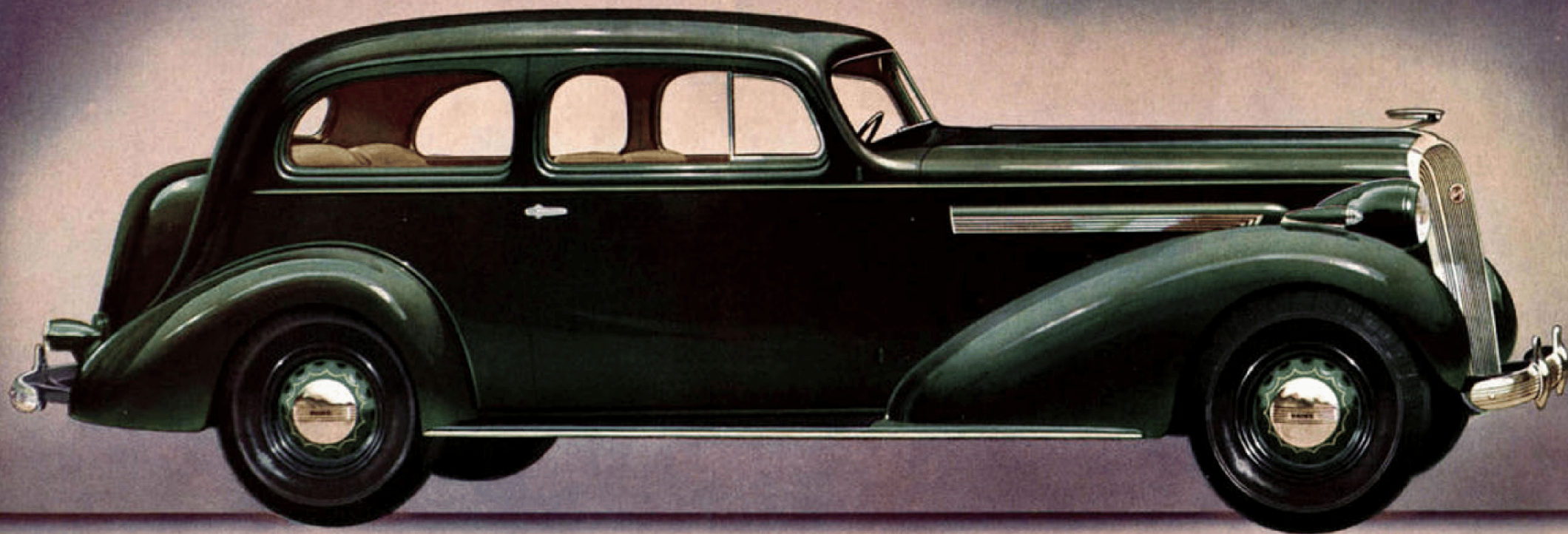
Series Sixty



FOUR PASSENGER CONVERTIBLE COUPE WITH RUMBLE SEAT (FENDERWELL ONLY) . . . 122" WHEELBASE . . . MODEL NO. 66C

BUICK CENTURY

Series Sixty



TWO DOOR FIVE PASSENGER VICTORIA COUPE WITH BUILT-IN TRUNK . . . 122" WHEELBASE . . . MODEL NO. 68

Specifications

BUICK CENTURY SERIES SIXTY

BUICK VALVE-IN-HEAD STRAIGHT EIGHT ENGINE—Bore and Stroke $3\frac{7}{8}$ " x $4\frac{3}{8}$ "—Displacement 320 cubic inches—Developed Horsepower 120—Anolite Pistons—Full Pressure Lubrication to main, connecting rod, camshaft and rocker arm bearings—Counterweighted and torsion balanced crankshaft—Crankcase ventilator—Valve mechanism temperature control—Oil capacity, 8 quarts.

FUEL, EXHAUST AND COOLING SYSTEM—Dual Downdraft Carburetor—Thermostatic Heat Control—Automatic choke—Automatic Idle Control—Combination Fuel Pump and Windshield Wiper Vacuum Pump—Intake Silencer—Air cleaner—Fuel filter—Thermostatically controlled by-pass water temperature control—Centrifugal water pump—Four blade 18" fan—Water capacity, 17 quarts.

CLUTCH AND TRANSMISSION—Single Plate 11-inch Dry clutch—All silent helical gear Syncro-Mesh transmission—All gears nickel chromium.

REAR AXLE AND UNIVERSAL JOINT—Semi-floating Rear Axle—Torque tube drive—Inclosed tubular balanced propeller shaft—Axle ratio 3.9 to 1—One universal joint automatically lubricated from transmission.

SUSPENSION—Knee-Action Front Suspension—Front, coil springs, silicon manganese—Rear, leaf springs, silicon manganese, semi-elliptic, underslung—Steel rear spring covers (Factory equipped at extra cost)—Threaded spring shackles.

FRAME—Rigid Girder Type, Double Drop X type Frame—Section $6\frac{3}{4}$ x $2\frac{1}{2}$ x $\frac{3}{8}$ ".

STEERING—Center-Point Steering—Worm and Double Roller Steering Gear.

SHOCK ABSORBERS—Front and Rear, Delco Double Acting.

BRAKES—Four Wheel Hydraulic Brakes—One-piece cast iron brake drums—Size 12 x 2 inches—Mechanical emergency and parking brake.

ELECTRICAL SYSTEM—Delco-Remy, 2 unit 6-8 volt—Octane Selector—Solenoid Starter, Hand Throttle or Accelerator Control—Multibeam headlights with foot dimmer switch and selector switch on Dash—Delco 15 High Plate Battery—Generator Voltage Control.

WHEELS AND TIRES—Demountable Artillery Steel Spoke Wheels—Tire size, 15 x 7.00—Drop center rims.

Like all 1936 Buicks, the CENTURY has the fleet lined chromium radiator ornament **1** and the time-proved protection for chilling gusts of air provided by Fisher No Draft Ventilation **2**. At the left below **3** is a closeup of the attractive sport Coupe fenderwell mounting, and just to the right **4** the convenient ash receptacle on the dash.



THE BUICK SPECIAL

... "and now a dream comes true"

Here is a car built for a very special purpose indeed.

That purpose is to bring the dependability, the integrity of Buick manufacture within reach of those who have looked forward yearningly to the time when a Buick might be theirs.

The Buick SPECIAL comes down the same expert assembly line as the CENTURY, the ROADMASTER and the LIMITED.

It shares with them every benefit of long experience in building valve-in-head straight eight engines.

It has the solid, tough, tightly sealed, beautifully engineered chassis that underwrites Buick endurance.

It is advantaged by the more than \$15,000,000 invested in new tools, dies, and factory re-equipment by which the new 1936 Buicks were given year-ahead style and performance.

Tiptoe hydraulic brakes and Anolite pistons, features of the costlier Buicks, are embodied likewise in the SPECIAL.

Yet its price is set at a level which makes the long-time dream of owning a Buick come true.

You can buy it with confidence and own it with pride, for it is safe to say that the majority of new 1936 Buicks on the road will be SPECIALS too.

No use trying to picture the performance of the Buick SPECIAL in words, it's so different from anything you're used to—the practical thing is to get behind the wheel yourself.

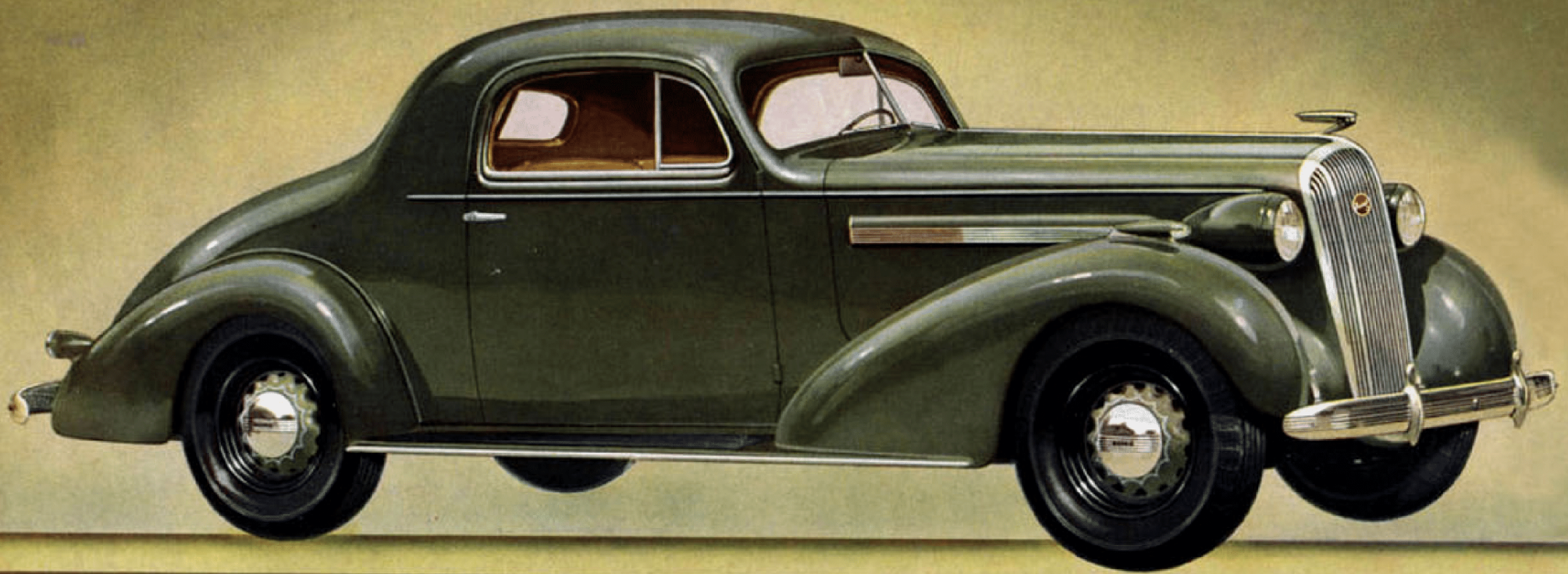
Then you'll know the difference between the engineering of yesterday and tomorrow, and your amazement will be that the phenomenal Buick SPECIAL can be sold at a price so low.



**BUICK'S
THE BUY**

Buick Special

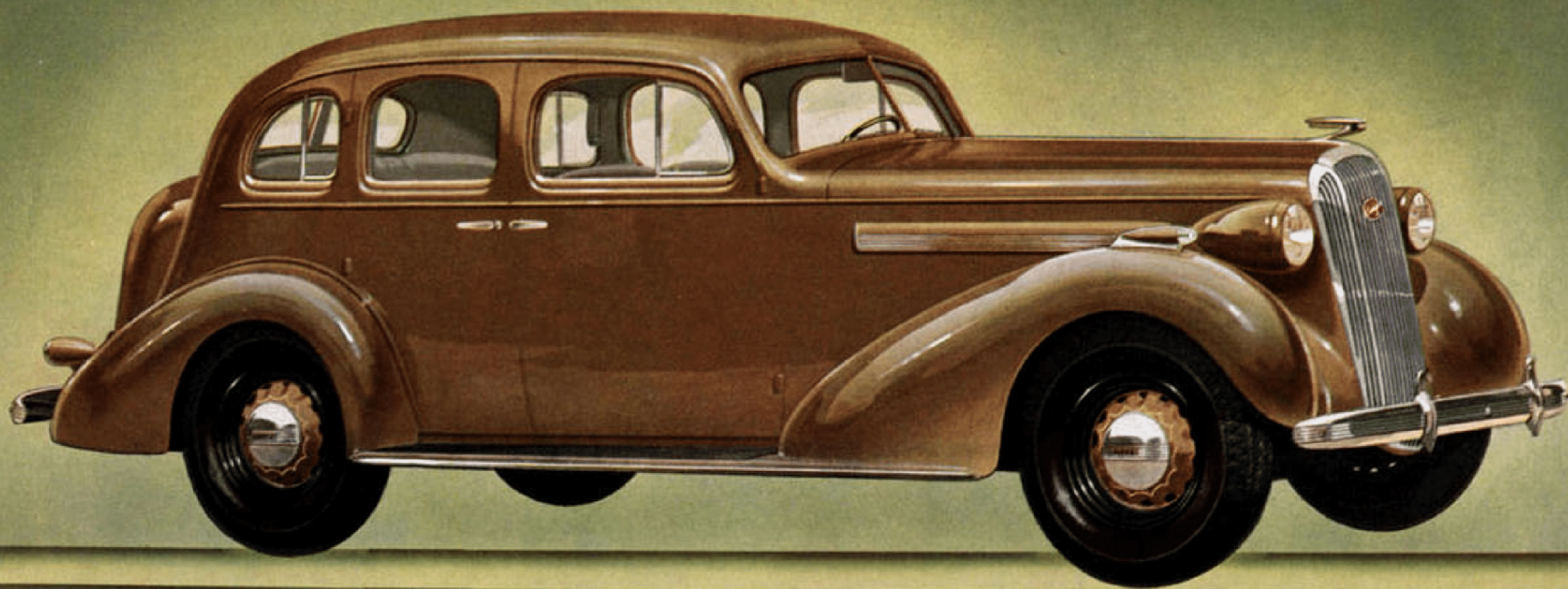
Series Forty



TWO PASSENGER BUSINESS COUPE WITH DECK . . . 118" WHEELBASE . . . MODEL NO. 46

Buick Special

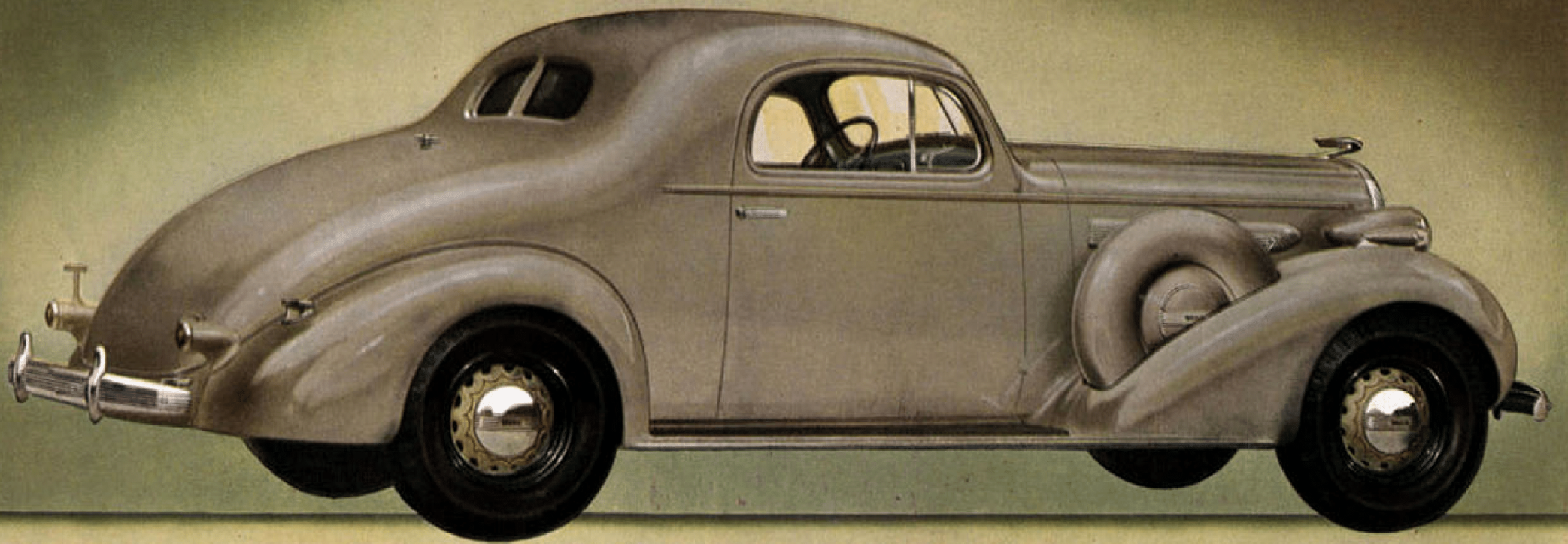
Series Forty



FOUR DOOR FIVE PASSENGER SEDAN WITH BUILT-IN TRUNK . . . 118" WHEELBASE . . . MODEL NO. 41

Buick Special

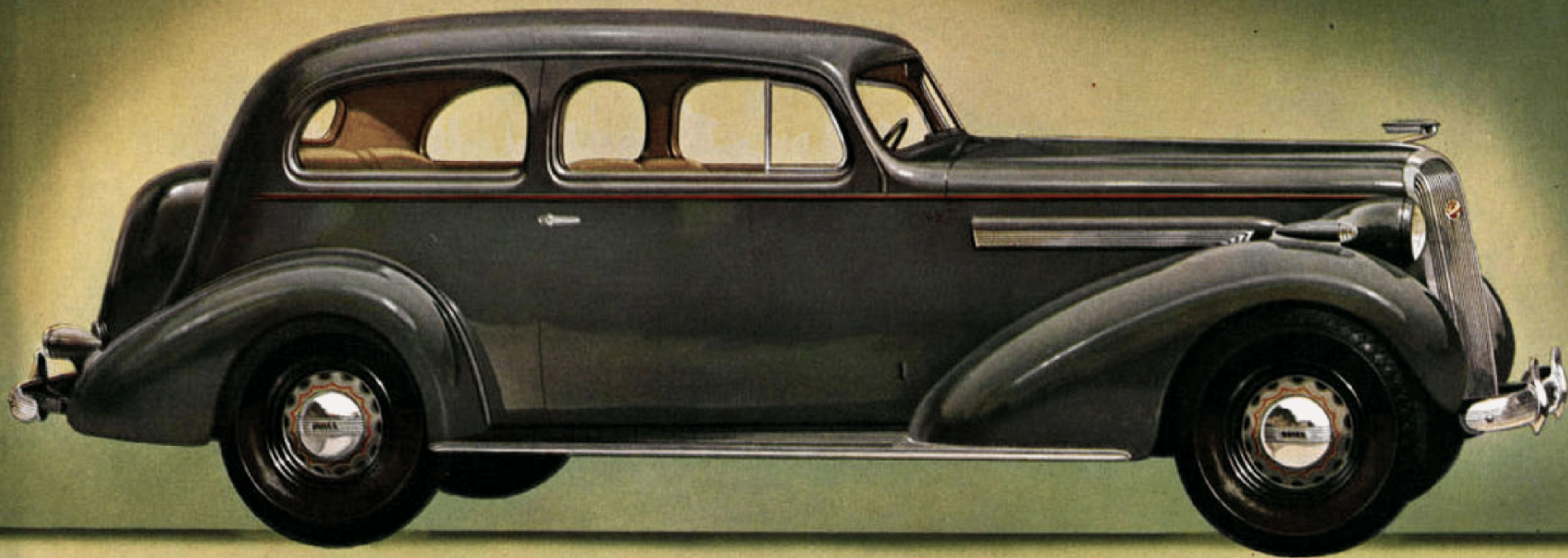
Series Forty



FOUR PASSENGER SPORT COUPE WITH RUMBLE SEAT (FENDERWELL ONLY) . . . 118" WHEELBASE . . . MODEL NO. 465

BUICK SPECIAL

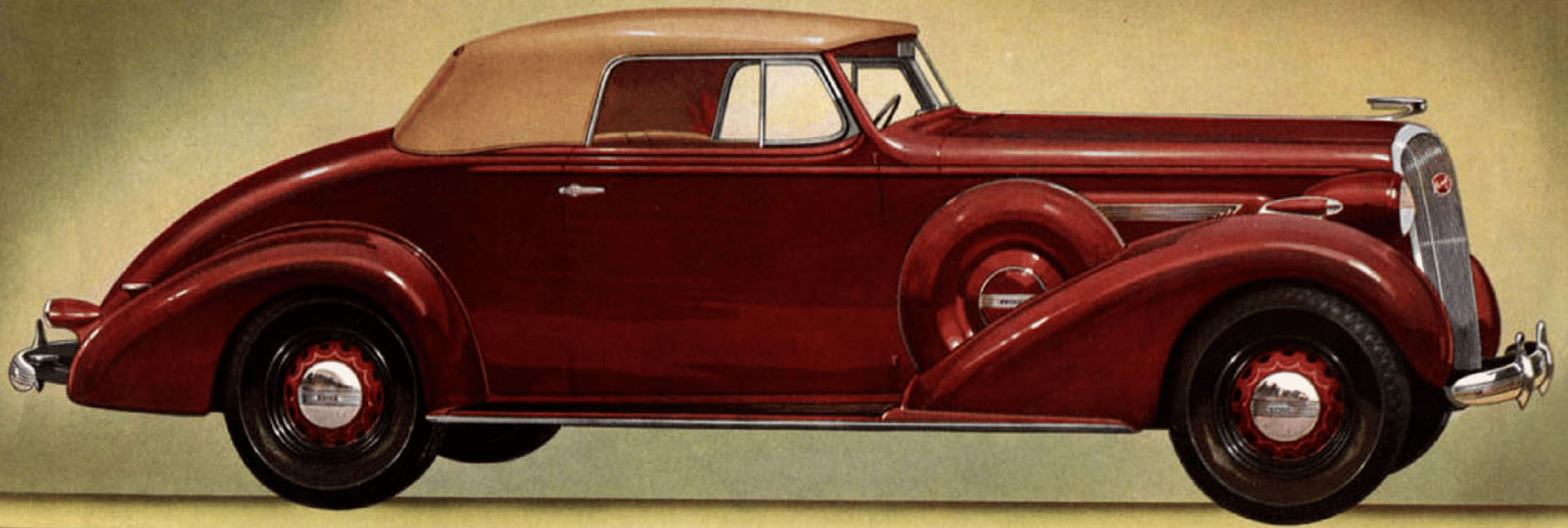
Series Forty



TWO DOOR FIVE PASSENGER VICTORIA COUPE WITH BUILT-IN TRUNK . . . 118" WHEELBASE . . . MODEL NO. 48

Buick Special

Series Forty



FOUR PASSENGER CONVERTIBLE COUPE WITH RUMBLE SEAT (FENDERWELL ONLY) . . . 118" WHEELBASE . . . MODEL NO. 46C

Specifications

BUICK SPECIAL SERIES FORTY

BUICK VALVE-IN-HEAD STRAIGHT EIGHT ENGINE—Bore and Stroke $3\frac{3}{8}$ " x $3\frac{7}{8}$ "—Displacement 233 cubic inches—Developed Horsepower 93—Anolite Pistons—Full Pressure Lubrication to main, connecting rod, camshaft and rocker arm bearings—Counterweighted and torsion balanced crankshaft—Crankcase ventilator—Oil capacity, 6 quarts.

FUEL, EXHAUST AND COOLING SYSTEMS—Dual Downdraft Carburetor—Thermostatic Heat Control—Automatic choke—Automatic Idle Control—Fuel Pump—Intake Silencer—Air cleaner—Fuel filter—Thermostatically controlled by-pass water temperature control—Centrifugal water pump—Four blade 16" fan—Water capacity, 13 quarts.

CLUTCH AND TRANSMISSION—Single Plate $9\frac{1}{2}$ -inch Dry clutch—All silent helical gear Synco-Mesh transmission—All gears nickel chromium.

REAR AXLE AND UNIVERSAL JOINT—Semi-floating Rear Axle—Torque tube drive—Inclosed tubular balanced propeller shaft—Axle ratio 4.44 to 1—One universal joint automatically lubricated from transmission.

SUSPENSION—Knee-Action Front Suspension—Front, silicon manganese oil springs—Rear, semi-elliptic silicon manganese leaf springs, underslung—Steel rear spring covers (Factory equipped at extra cost)—Threaded "U" type spring shackles.

FRAME—Rigid Girder Type, Double Drop X type Frame—Section $5\frac{3}{4}$ x $2\frac{1}{4}$ x $\frac{3}{8}$ ".

STEERING—Center-Point Steering—Worm and Double Roller Steering Gear.

SHOCK ABSORBERS—Front, Delco Double Acting—Rear, Delco Single Acting.

BRAKES—Four Wheel Hydraulic Brakes—Centrifuge drums (Pressed steel drum, cast iron liner)—Size $12 \times 1\frac{3}{4}$ inches—Mechanical emergency and parking brake.

ELECTRICAL SYSTEM—Delco-Remy 2 unit 6-8 volt—Octane Selector—Solonoid Starter, Hand Throttle or Accelerator Control—Multibeam headlights with foot dimmer switch and selector switch on Dash—Delco 13 High Plate Battery.

WHEELS AND TIRES—Demountable Artillery Steel Spoke Wheels—Tire size, 16 x 6.50—Drop center rims.

A convenient trigger beside every driver's seat of the new Buicks **1** makes seat adjustment the matter of an instant. Even when the spare tire is carried in the built-in trunk **2** there is exceptional space for luggage. Notice just beyond the steering post **3** how the emergency brake lever is mounted beneath the dash. It operates by independent control on both rear wheels. Every Buick has the same exquisitely designed interior hardware **4**



NO OTHER CAR IN THE WORLD

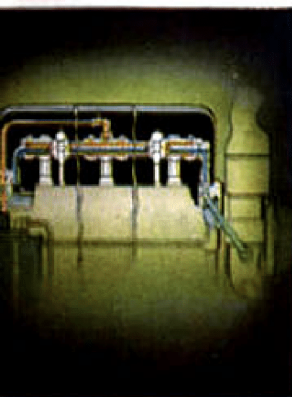
HAS ALL THESE FEATURES

Here you see the great, powerful heart of the phenomenal new Buicks—the silent, oil-cushioned valve-in-head straight eight engine.

Engineers generally concede the valve-in-head engine to be at least 10% more efficient, size for size, than other types.

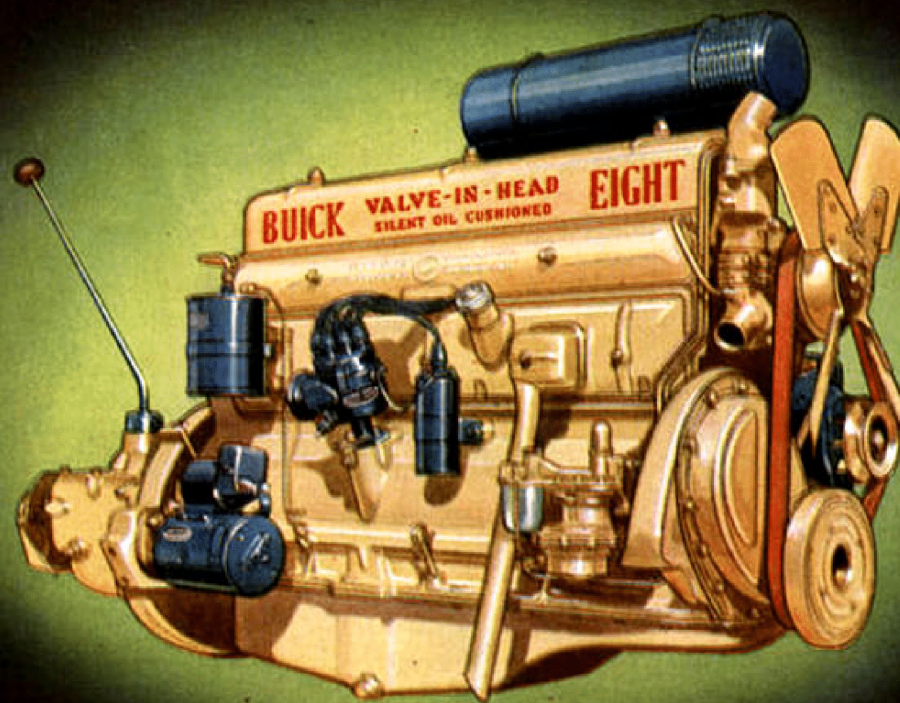
Even builders of conventional type engines usually turn to valve-in-head when they build engines for special or spectacular duty.

Thus every official international speed record on land, sea or in the air is held by valve-in-head engines. They cost more to build, but as star performers they are worth it.



At the left is the Buick valve mechanism temperature control, which with automatic water temperature control keeps the engine mechanism working at the safest, most efficient point, summer or winter.

The valve-in-head engine "breathes" freer and faster, gives more power, because gases enter and leave the engine directly above the pistons.



Anolite pistons in the new Buicks have the hardness and durability of cast iron but are 50% lighter. Connecting rod bearing life is increased 150%.



To start the Buick engine, you simply press the gas treadle to the floor. Starting and acceleration may also be controlled by a throttle on the instrument panel.

Air Cleaner
and Silencer

Automatic Starting

Syncro-Mesh
Transmission

Semi-Coincidental
Steering Gear Lock

Ventilated Clutch

Valve-in-head
Straight Eight Engine

Dual Carburetion

Pressure
Oiling System

Torque-tube Drive

Center-Point
Controlled Steering

Anolite Pistons

Rigid Girder
X-type Frame

Ride Stabilizer

Air-cooled
Generator

Tiptoe
Hydraulic Brakes

Five-point Soft Rubber
Engine Mountings

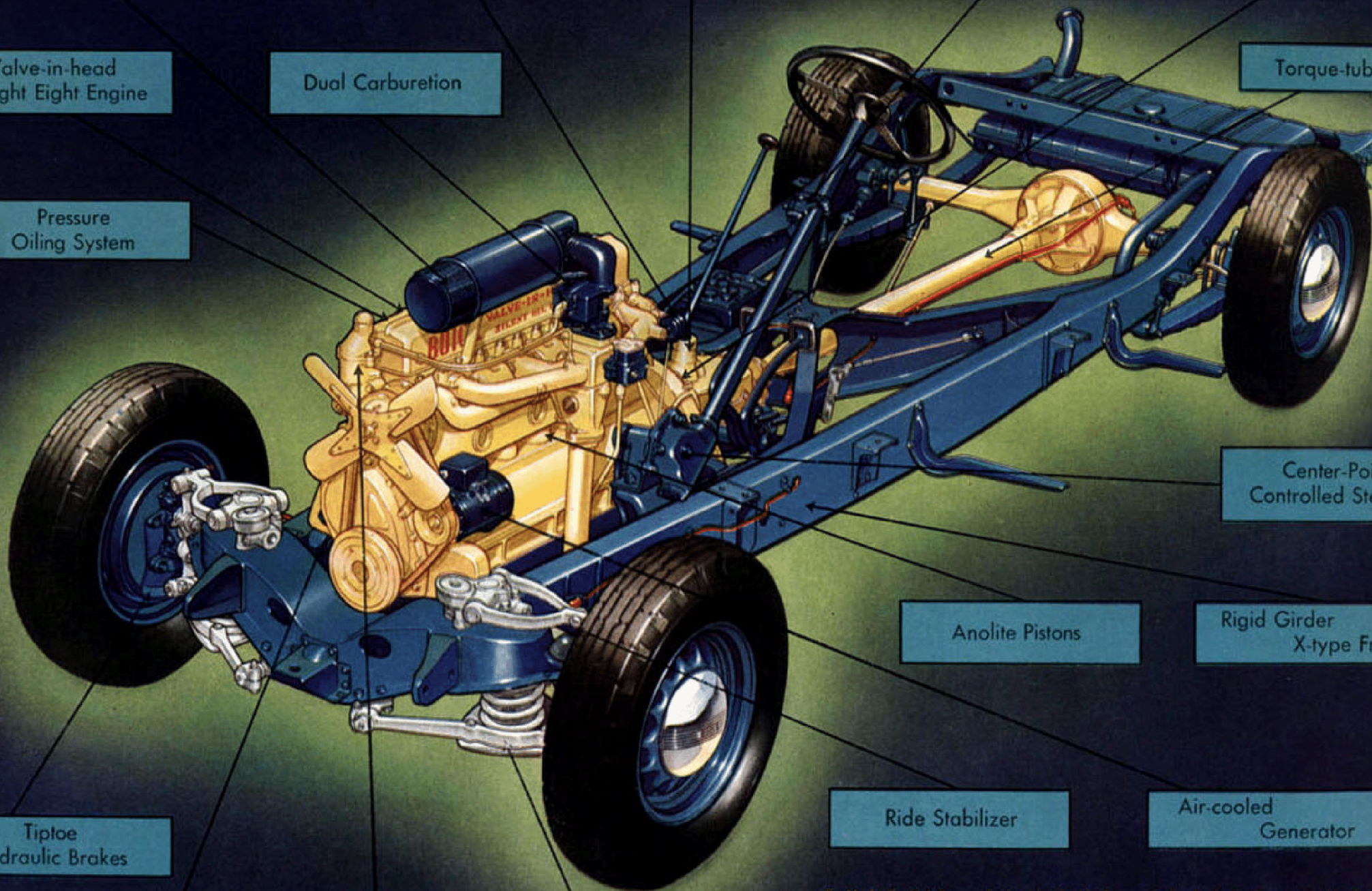
Automatic Six-point
Cooling System

Knee-Action Wheels

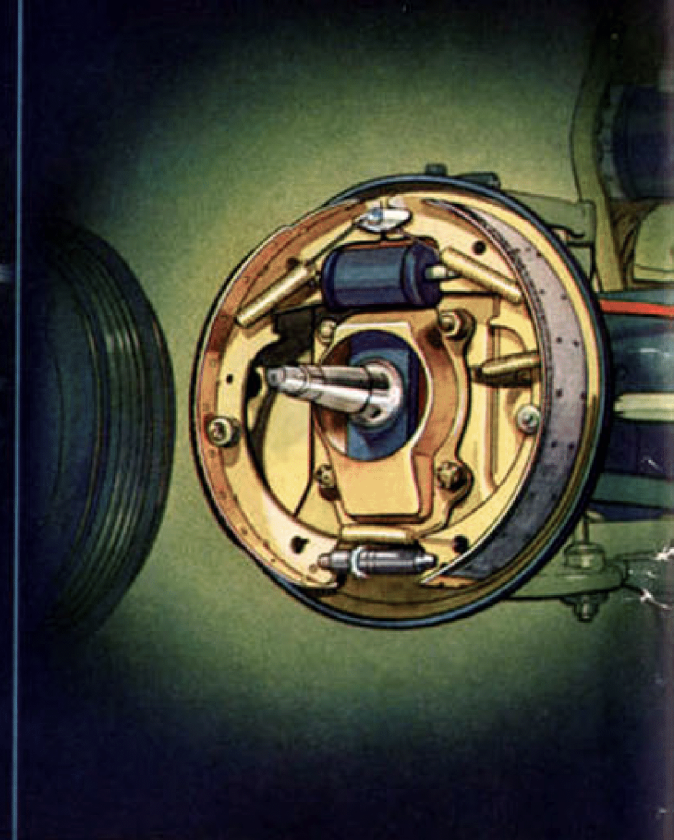
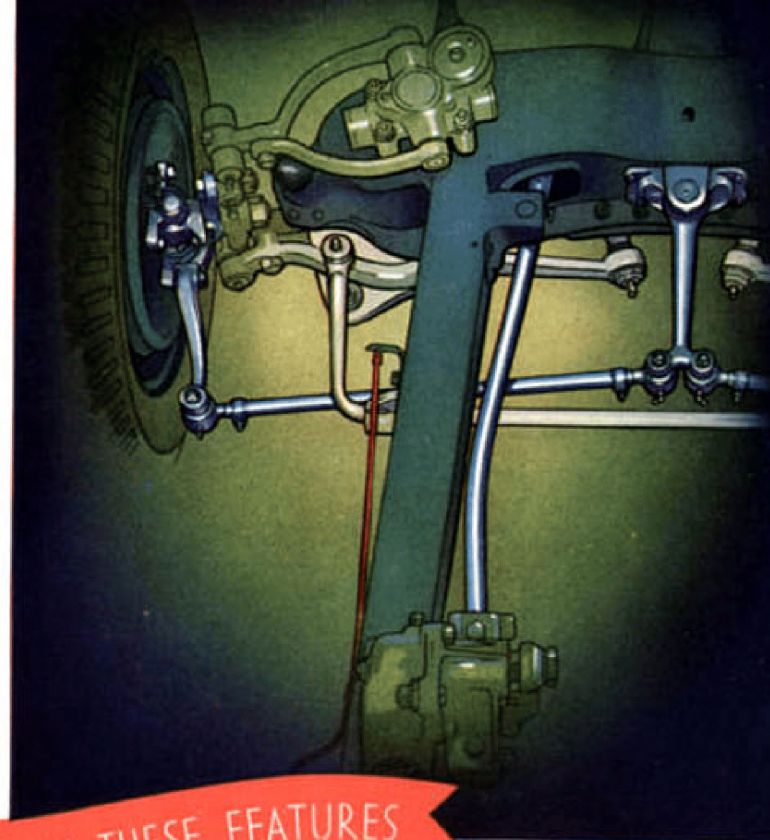
BUICK'S FAMOUS SEALED CHASSIS

NO OTHER CAR IN THE WORLD

HAS ALL THESE FEATURES

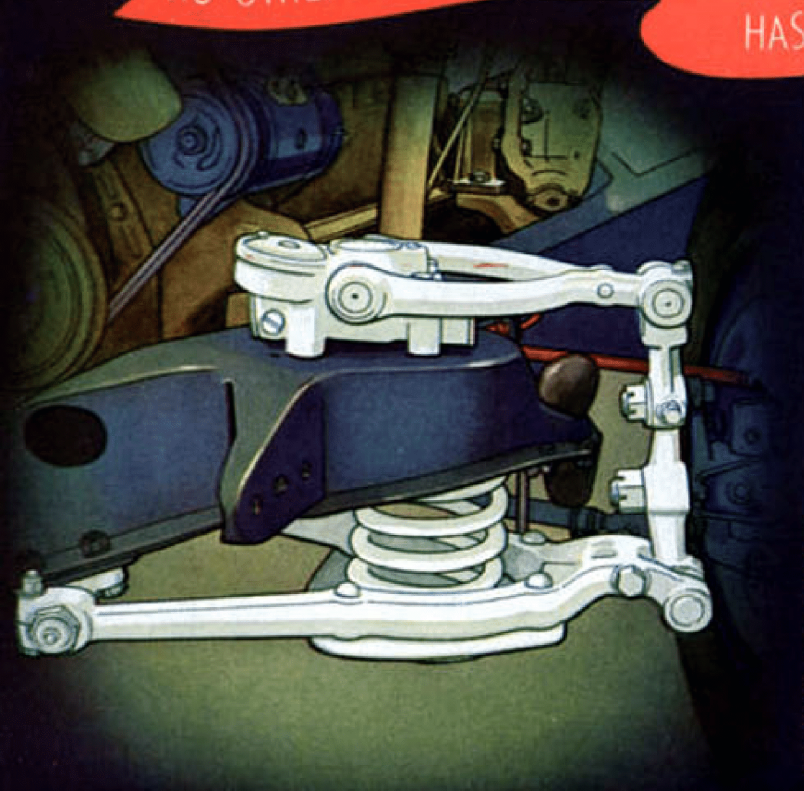


CENTER-POINT CONTROL SHOCKLESS STEERING pictured at the right, combines with Knee-Action to provide a safety and ease of control unknown before these developments were introduced. Even with one front wheel disabled, tests have shown that the Buick can be brought to a safe, straight-line stop—and other Proving Ground tests have demonstrated that front-tire blow-outs can be controlled, even when deliberately staged at 70 miles per hour.



NO OTHER CAR IN THE WORLD

HAS ALL THESE FEATURES



EVERY BUICK HAS BUILT-IN COIL SPRING KNEE-ACTION—and this, together with skilful weight distribution, the torque tube drive, front end ride stabilizer and air cushioned tires, accounts for the wonderfully smooth and joltless ride of the phenomenal 1936 Buicks.

TIPTOE HYDRAULIC BRAKES are a feature of all new 1936 Buicks. The Buick engineering department after years of research has succeeded in perfecting safe, long-lived hydraulic brakes that measure up to Buick standards of dependability.

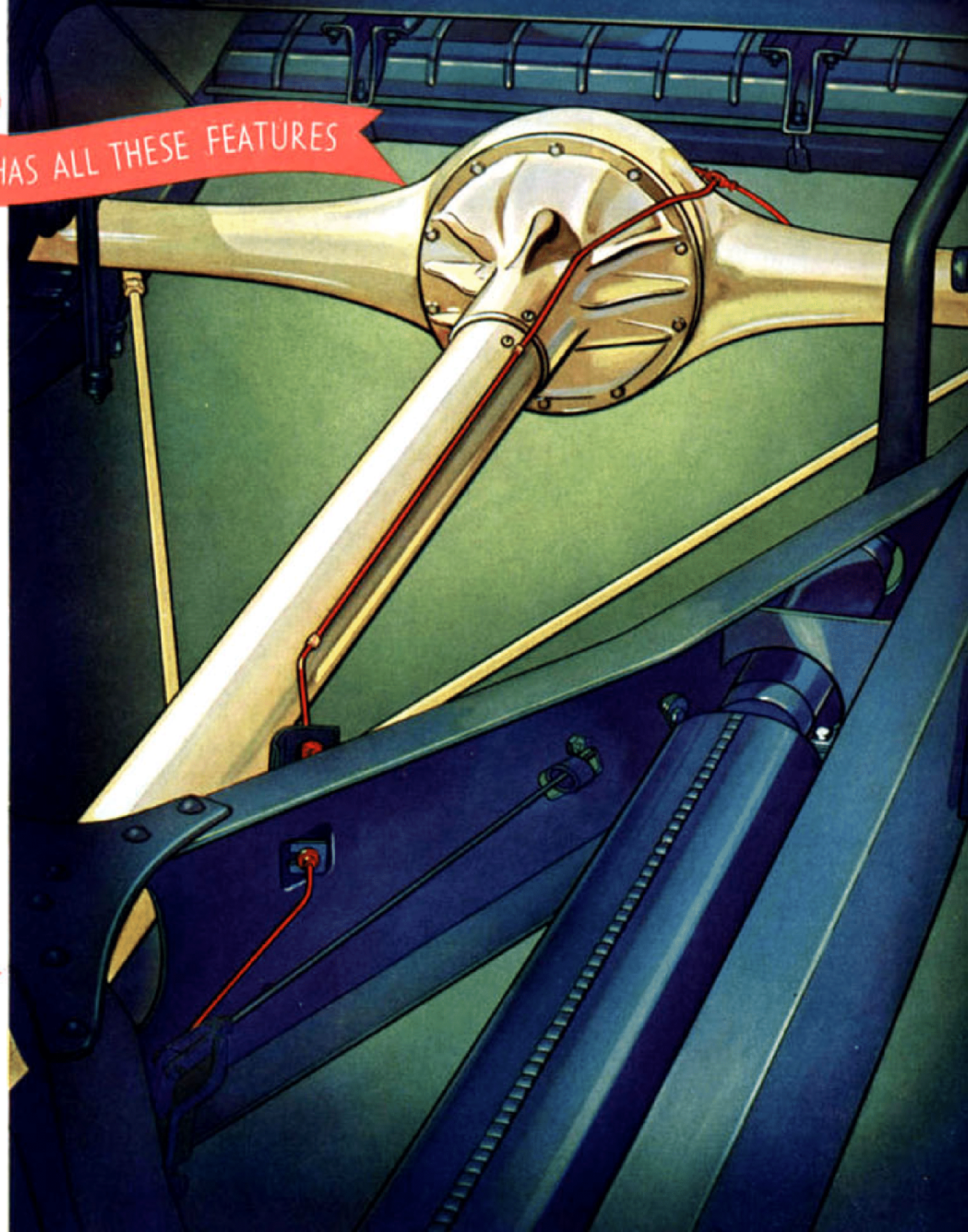
NO OTHER CAR IN THE WORLD

HAS ALL THESE FEATURES

LIKE THE KEEL OF A BATTLESHIP is the torque tube drive built in every Buick. Power which has been transmitted from the powerful valve-in-head engine to the rear wheels flows directly through the torque tube linkage which is as firm and solid as a rod of steel.

Because of the torque tube drive, the rear springs of the Buick are relieved of all driving strain—and like the Knee-Action front springs, their only function is to cushion your ride.

That is why the finger-light control of the new Buick is safeguarded by a road steadiness and stability at all speeds not elsewhere to be found—why you drive restfully relaxed, conscious only of the beautifully poised “road sense” of the car.



Countless safeguards and conveniences add to your satisfaction in owning a Buick. Pictured here are just a few.

1 ALL-SILENT SYNCRO-MESH TRANSMISSION. Even a novice can shift these gears smoothly, silently, and expertly. Every speed is silent, including reverse.

2 THE OIL IS FILTERED on the Buick CENTURY, ROADMASTER and LIMITED, to protect the engine from grit and dirt, and to prolong the mileage between oil changes. The oil filter cartridge should be renewed every 10,000 miles.

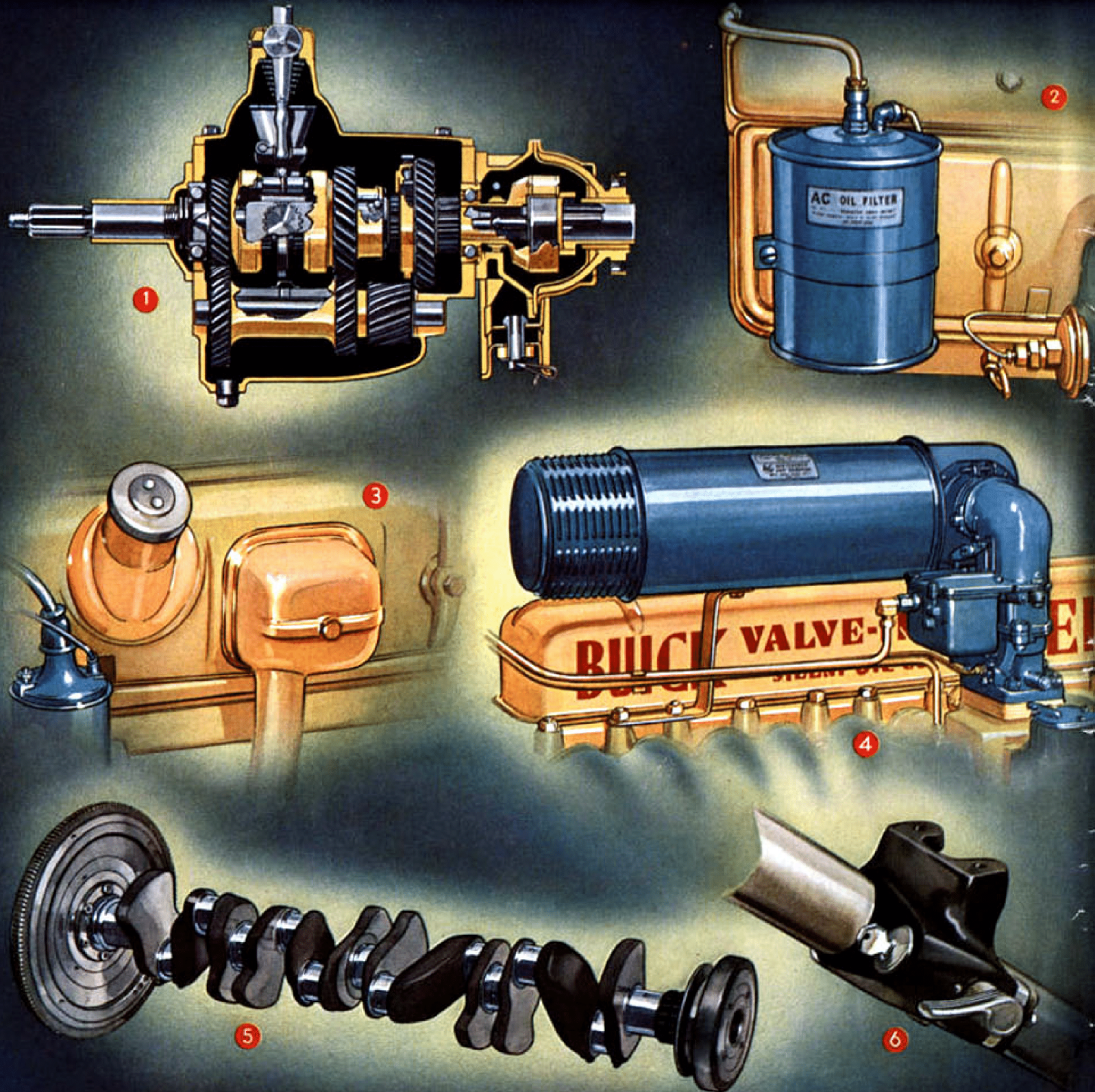
3 CRANKCASE VENTILATION. Combustion of gasoline forms water vapor which dilutes the oil if it condenses in the crankcase. Other impurities in the gasoline may also harm the engine mechanism. But all these are removed from the Buick crankcase before contaminating the lubricating oil by the efficient ventilator.

4 AIR CLEANER. Dust and grit cannot be drawn into the carburetor and the engine on the Buick. The Buick CENTURY, ROADMASTER and LIMITED are equipped with the air cleaner pictured here. The Buick SPECIAL also is equipped with an equally efficient air cleaner.

5 CRANKSHAFTS in the Buick are balanced statically and dynamically, and counter-balanced to eliminate the vibration which in many cars of previous years proved such an enemy to long life.

6 YOU LOCK THE STEERING WHEEL as well as the ignition on a Buick, and that is a combination to baffle almost any thief. The exact name is "semi-coincidental steering and ignition lock."

The Buick Motor Company reserves the right to make changes in specifications or equipment at any time without incurring any obligation to install them on cars previously sold.



Extras that add to the style and enjoyment of your Buick at modest cost.

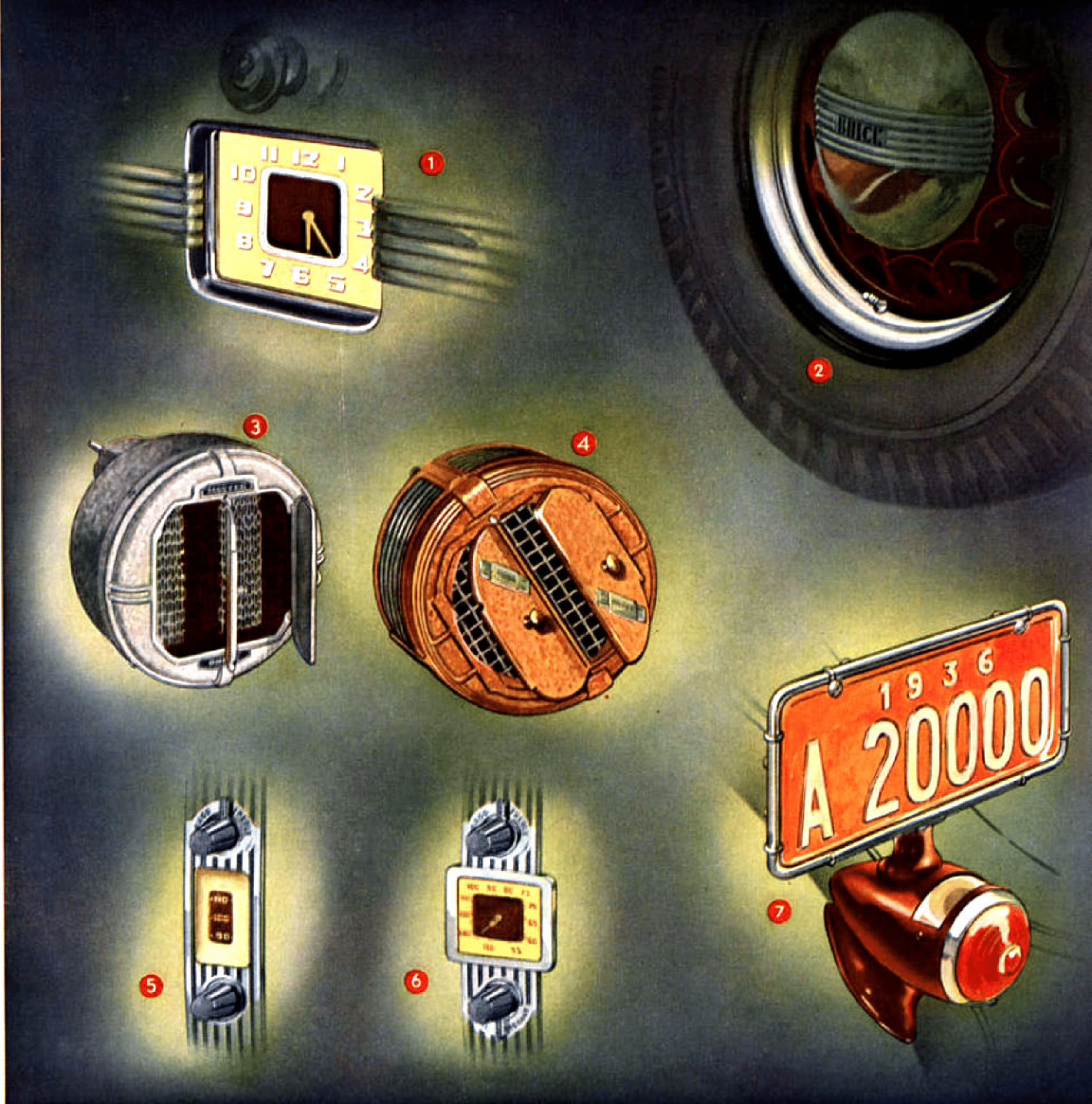
1 ELECTRIC WATCH. Space is provided in the door of the dash compartment for installing these watches in any 1936 Buick model. They are exceptionally accurate and rugged to withstand road vibrations and slamming the dash compartment door. They consume practically no current—and of course never need winding.

2 WHEEL TRIM RINGS. These trim rings give that extra chromium flash around the base of the tires.

3 and 4 HEATERS. Two models are shown, the MASTER and DE LUXE. The latter has an exceptionally high heating power due to the exclusive circular core. The MASTER is somewhat lower in heating capacity and is recommended for use in coupes or in large cars, where the climate is mild. Holes provided in the Buick dash permit easy installation of either model.

5 and 6 RADIOS. Two types of dials are shown here. One is for the Buick MASTER, single unit five tube set with 8-inch built-in speaker—and the other is for the Buick RANGER, six tube model, an extra powerful two unit set, supplied with either "head-line" speaker or 8-inch dash speaker. The RANGER has a finger-tip range selector for changing the sensitivity of the set for local or long range reception, a great help in eliminating interference from trolley cars, etc. Both sets have finger-tip tone control.

7 LICENSE FRAME HOLDER—a gleaming chromium adjustable frame which encloses your license, and makes it more completely a part of the car.



GMAC *makes it easy to finance the purchase of a Buick*

A large majority of all cars purchased today are financed out of income by monthly payments.

As a convenience to the public, and as an assurance of fair charges, reasonable terms and courteous treatment General Motors established the GMAC (General Motors Acceptance Corporation).

The GMAC Plan is offered only through dealers handling General Motors Products.

When you consider the purchase of a Buick, remember that you need only to think in terms of a moderate down payment, frequently covered by the turn-in value of your car. Payments may be extended over a year or 18 months.

And when you think of the purchase in terms of cost per week, you can own a Buick for very little more than you might pay for the lowest priced car.

Insurance is included. Under the GMAC Plan, insurance protection is included. This insurance is through the G.E.I.C. (General Exchange Insurance Corporation) also a division of General Motors. The premium is figured in your monthly installments so that your insurance is automatically kept up without thought or effort on your part. Representatives of G.E.I.C. are located throughout the United States and Canada, assuring prompt adjustment, whether the loss occurs near your home or thousands of miles away.

BUICK MOTOR COMPANY • • Division of General Motors • • FLINT, MICHIGAN



3,000 authorized Buick service stations throughout the United States and Canada display this blue-and-white sign. Wherever you live or wherever you travel, there is sure to be an authorized Buick service station near you to offer you the skill and experience of expert mechanics thoroughly familiar with everything that has to do with Buick's operation and construction . . . a

complete stock of genuine Buick parts . . . prompt and courteous attention to your requirements. You will find authorized Buick service very economical too.

Also every 1936 Buick buyer receives an Owner Service Policy when the car is purchased. Be sure to read the Owner Service Policy and become familiar with all its advantages.

